BRUNO CHWALENSKY

Product Builder · Product Designer · UX/UI · Product Strategy

São Paulo, Brazil
German Citizen · EU Work Authorization

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ABOUT ME

I build products from idea to execution, combining product strategy, UX/UI design, technology and business.

With 14+ years of multidisciplinary experience, I identify opportunities, structure ideas and turn them into digital products and businesses — from defining problems and designing experiences to building, validating and iterating solutions.

I connect user needs, business goals and technology to create useful, viable and evolving products.

German citizen · EU work authorization · Open to relocation.

EDUCATION

ARCHITECTURE AND URBANISM

Universidade São Judas Tadeu

Brazil | 2018–2023

INFORMATION SYSTEMS

Universidade São Judas Tadeu

Brazil | 2014–2016

INFORMATION TECHNOLOGY

Senac São Paulo

Technical Degree | Brazil | 2012–2013

SELECTED PRODUCTS

PULSÃO DE VIDA

Mental health benefits platform and card.

AGR CUIDAR

Workplace psychosocial assessment and reporting platform.

BENESISCARD

B2B infrastructure for employee benefits cards.

ABUME

Social platform where questions have monetary value.

EXPERIENCE

Independent Product Builder

Brazil (Jan, 2023 – Present)

Building and validating digital products and businesses from idea to execution across healthcare, technology, social platforms and consumer services. Working across product strategy, business models, UX/UI, technology, partnerships and market validation.

Co-Founder / Business & Product Creator at Clínica Pulsão

São Paulo, Brazil (Oct, 2020 – Present)

Co-founded and helped build a multidisciplinary psychology clinic from the ground up, working across business development, branding, operations, digital products and administration. Built the brand, website and operational systems while identifying opportunities for new products and services.

Business Development & Product / Brand Development at JCRANES Aircrafts

São Paulo, Brazil (Mar, 2018 – Present)

Contributed to the development of an aviation company representing AVIC aircraft in Brazil, working across branding, digital presence, events and commercial development, while supporting business relationships, aircraft sales and negotiations.

Business & Operations Consultant at JCRANES Locação de Equipamentos

São Bernardo do Campo, Brazil (Oct, 2017 – Present)

Helped structure the business from the ground up, developing its brand, website, operational controls and administrative systems. Later continued as an independent consultant supporting business development, problem solving and strategic initiatives.

Marketing Intern at The Plot Company

São Paulo, Brazil (Apr, 2017 – Aug, 2017)

Worked with marketing and communication, developing an early understanding of brand communication, creative thinking, storytelling and audience relationships.

Administrative Assistant at GTLOC

São Bernardo do Campo, Brazil (Feb, 2013 – Oct, 2016)

Managed spreadsheets, data organization, service orders and administrative routines while working directly with company owners and management, gaining an early understanding of business operations.

LANGUAGE

ENGLISH

Intermediate (B1)
Actively improving

PORTUGUESE

Native proficiency

PROFICIENCY

Product Strategy
Product Design
UX/UI Design
Product Development
Digital Products
Business Development
Business Models
Innovation

TOOLS

Figma
Adobe Creative Cloud
Photoshop
Illustrator
Firebase
Claude Code
ChatGPT
Phoenix Code
AutoCAD
SketchUp

linkedin.com/in/brunochwalensky